



EURICSE AND C-BIRD



European Research Institute on Cooperative and Social Enterprises



C-BIRD AND OUR CORE ACTIVITIES

- The role of the community enterprises in the local development in Trentino and Almeria
- Gain overall knowledge on the SE in Bulgaria
- Promote the social enterprise in Serbia



JACOPO SFORZI @ALEMRIA



The research activities conducted in the two provinces has been focused mainly on *agricultural sector and rural development*.





Rural development

Similarities

Both territories presents marginalized inner areas struggling with severe social and economic problems (e.g. depopulations, low economic activities, lack of services)

Differences

- **Almería** province: important role played by public policies (e.g. Local Action Groups);
- **Trentino** (and in other Italian regions): emerging a **new type of cooperative, Community Cooperatives**:
 - promoted by local actors (e.g. individuals, groups, local institutions) who belong to a specific territory and share common interests or needs;
 - arise to provide new and shared solutions to **specific needs** (strictly linked to the territory) and local services (e.g. cultural & tourist activities, environmental protection, water or energy supply, transport, commercial activities, etc.)

Community Coops:

- are embedded in a **specific territory** [*different needs --> different C.C.*]
- represent the **interest of the community** and with the explicit aim to benefit the local community (not only its members)
- adopt a **strategy of diversification** of economic activities (*multi-sectorial approach*)
- reinvest the **surpluses** inside of the community, sustaining and financing the socio-economic development of the local community
- are composed by **different members** (e.g. working members, users, investor members, volunteers)
- **work together** with public institutions and private enterprises



Community Cooperatives are different according to their territories.

Different territories have different local factors that are the principal basis for economic development.

Some territories have abundant natural resources, others have abundant human resources, and others have abundant cultural resources. These factors are the basis for economic development and entrepreneurship.



GIULIA GALERA @BULGARIA



3 secondments (2014, 2017, 2017)

- Aim of secondments:
 - gain expertise, practice and increase the capacity of professional networks
 - Perform theoretical research and fieldwork
- Study visits to selected representative social enterprises, local municipalities and umbrella organizations operating in various domains of general interest
- Meetings with key informants (e.g. local policy makers, researchers, social entrepreneurs)



Main outcomes:

- was able to capture the dynamics driving the establishment of social enterprise-initiatives in Bulgaria
- was able to identify the main social enterprise types existing in Bulgaria, consistently with the EU Social Business Initiative definition of social enterprise
- was able to better understand the barriers and challenges currently faced by social enterprises in Bulgaria
- analyzed the existing interest/possibilities for developing new research-action projects involving both Bulgarian and Italian partners, interested in furthering the development of such institutions in Bulgaria.

Main conclusion

- social enterprises are increasingly attracting the interest of policy makers in Bulgaria
- there are innovative examples of fruitful interactions between social enterprises and public providers, but they are quite rare
- there are emerging fields of general interest where social enterprises could potentially have a role to play over the next future
- social enterprise research is still at an embryonic stage



ALEKSANDRA BOBIC @SERBIA



- Since 2015 and the regional conference and the Regional conference on Social Economy;
- How can regional, national and local institutions contribute to creating more favourable environment for SE development? Do we need need new law/s or we need more adequate implementation of existing ones? Cross cutting sector needs stronger coordination and cooperation of different institutions. How to strengthen capacities of existing institutions and what kind of new institutions do we need?
- In 2016 we decided to go further and that's when I entered the C-BIRD project.



- Thanks to C-Bird (August 2016) project I was able to :
 - conduct a series of interviews with social enterprises from Pirot, but also Valjevo, Uzice, Belgrade; Subotica.
 - Know better the overall situation and ecosystems
 - Learn more about difficulties and challenges.
 - Gather all necessary material for a Practical Guide: How to Start a #SocEnt in Serbia.



PREUZMI VODIČ

D R U Š T V E N O
K O R I S N O
O D R Ź I V O

KAKO OSNOVATI SOCIJALNO PREDUZEĆE U SRBIJI

But we wanted to do more...





- “Could networking be a way to empower social enterprises in Serbia?” was the title of a training dedicated to social enterprises that was held in Belgrade on October 7th.
- The event is organised as a part of the secondment in the “Zip Centar za mlade biznis inkubator DOO” Pirot – Serbia within the C-BIRD project and is supported by all the main actors involved in the promotion of social enterprises in Serbia participating in the Coalition for the development of social enterprises.
- Earlier on the same day, the Guide for social enterprises in Serbia was presented in the presence of Serbian minister Slavica Djukic Dejanovic.

- The direct result of this project is the creation of a Working group “Empowerment through networking”:
 - Better connection fully recognized network that would advocate and protect the interests of social enterprises;
 - Clear definition of the social enterprise and social entrepreneurship;
 - Contribution to raising awareness among social entrepreneurs;
 - Clear guidelines for advocating appropriate policies through participation in activities and working groups aimed at creating a legal and institutional framework for social enterprises in Serbia.



Thank you!

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- Zašto ovaj Vodič?
- Šta je socijalno preduzeće i zašto je važno?
- Primeri i dobre prakse

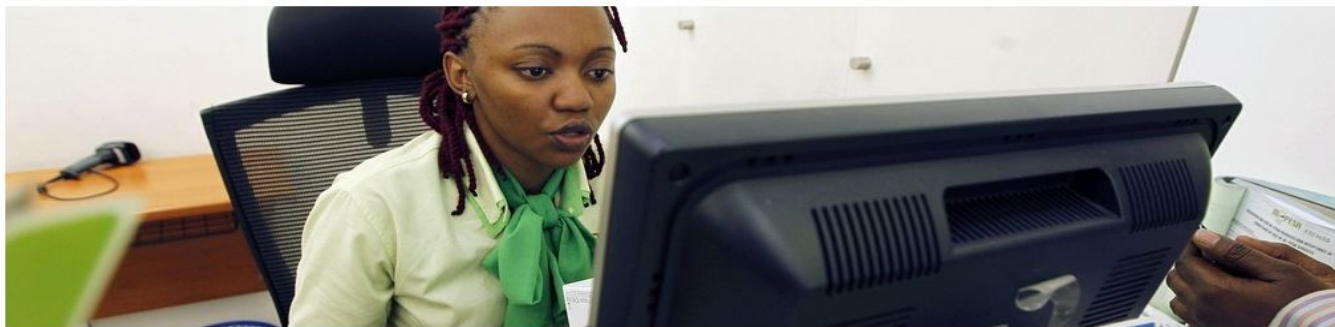
Svetska banka traži način da podrži socijalna preduzeća

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[Global Agenda](#) > [Leadership](#) > [Regional Organisations](#) > [Social Innovation](#)

Social enterprises have the potential to make the world a better place. This is how we can help them

This post first appeared on the [World Bank Development Marketplace](#) blog.



permesso_retro.JPG

Evropska Unija

- Strategija Evropa 2020,
- Inicijativa o socijalnom preduzetništvu
- Akt o jedinstvenom tržištu

„...socijalna ekonomija ima veliki potencijal koji može da doprinese procesu evropskih integracija i da postane model za prevazilaženje krize“

- Ekspertska grupa GECES
- Mapiranje socijalnih preduzeća i njihovih ekosistema
- Poziv na akciju “Socijalna preduzeća i socijalna ekonomija idu napred”



Zašto?

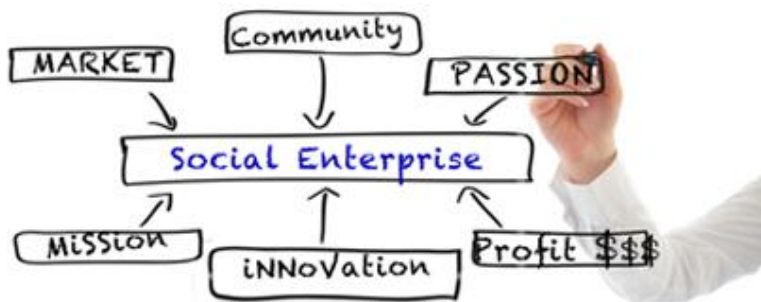
Šta je socijalna ekonomija?

- Polje ekonomije u kome posluju sve one organizacije koje imaju za cilj ostvarenje socijalne (društvene) misije i koje deluju po principima uzajamne pomoći i demokratije. U tradicionalne aktere socialne ekonomije spadaju: **zadruga, udrženja, fondacija, organizacija uzajamne pomoći** koje postoje već **više od jednog veka**. Socijalna preduzeća su akteri socijalne ekonomije novijeg datuma.
- U Srbiji: plaća danak **loše reputacije** posleratnih zadruga koju je iskompromitovala nakaradna interpretacija ovog preduzetničkog modela.

Šta je socijalno preduzeće?

- “Operatori socijalne ekonomije čiji je osnovni cilj ostvarivanje **socijalnog/društvenog učinka** a ne stvaranje profita za vlasnike i akcionare. Socijalno preduzeće **proizvodi dobra ili/i usluge za tržište** na preduzetnički i inovativan način i stečeni profit koristi za postizanje društvenog cilja. **Upravljanje je odgovorno** i otvoreno, uključuje zaposlene, korisnike i sve druge aktere zainteresovane za aktivnosti socijalnog preduzeća” (Evropska Komisija - “Social Business Initiative”).
- Nezavisno od pravne forme.

Važno!



privatno

nezavisno

društveni cilj

čovjek, a ne profit

kontinuirana i orodrživa ekonomska
delatnost na tržištu

demokratsko upravljanje

profit se ulaže

nastaje u međuprostoru

ekosistem

pravna forma

—

U kojim oblastima posluju socijalna preduzeća

socijalna i ekonomska integracija ranjivih kategorija

pružanje socijalnih usluga (briga o starijima, deci, zdravstvo, zapošljavanje i obuka)

javne usluge (prevoz, ljudska prava)

zaštita životne sredine

poljoprivreda

kultura, turizam, sport, slobodno vreme

Ekosistem važniji od zakona

- Ekosistemom podrazumeva niz razvojnih faktora (**javne politike, sposobnost smooorganizovanja, istraživanje i obuka, menadžerske sposobnost, finansije**); važan je i stepen međusobne povezanosti, koji čini klimu u kojoj socijalna preduzeća nastaju i razvijaju se.
- **Svaki nacionalni ekosistem kreira poseban tip socijalnih preduzeća**, te je gotovo nemoguće replicirati pravne i institucionalne modele iz jedne države u drugu, a sve sa namerom da se podstakne razvoj sektora. Ipak, postoje i neka pravila koja univerzalno važe. Dostupna saznanja ukazuju na to da **transparentan proces javnih nabavki usluga i proizvoda** od strane javnih institucija i aktivne politike tržišta rada igraju važnu ulogu u podsticanju razvoja socijalnih preduzeća.



Zašto?

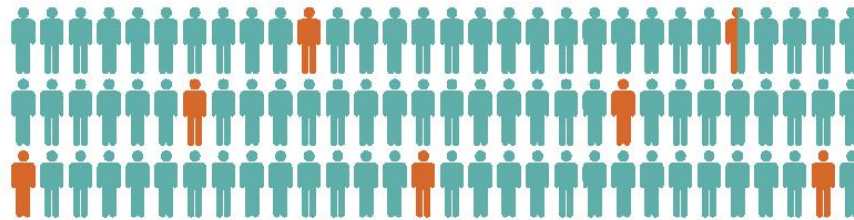
Zato što...

važna uloga u **rešavanju društvenih, ekoloških izazova**, kao i u podsticanju **inkluzivnog rasta**.

ublažava posledice ekonomske krize (mere štednje gubljenje radnih mesta i urušavanje sistema socijalne zaštite): sposobnost da zadruže i stvaraju nova radna mesta uprkos krizi

menja se mentalitet potrošača i korisnika, sve češće čak i korporacije uvode neke elemente ovog “**drugačijeg načina poslovanja**” u čijem je centru čovek, a ne profit.

nove perspektive i mogućnosti koje se nalaze u oblasti “**ekonmije deljenja**” i “**cirkularne ekonomije**”. Ova dva fenomena skorijeg datuma predstavljaju nesumnjivo veliki potencijalno za razvoj i ekspanziju socijalne ekonomije.



DOPRINOS SOCIJALNE EKONOMIJE U UKUPNOM BDP-U EU JE OKO 11%



14 500 000 = 6,5%

PLAĆENIH RADNIKA

RADNE POPULACIJE
U 27 ZEMALJA
EVROPSKE UNIJE

**AKTIVNO
STANOVNIŠTVA
UKLJUČENO
U SOCIJALNO
PREDUZETNIŠTVO**

1. FINSKA

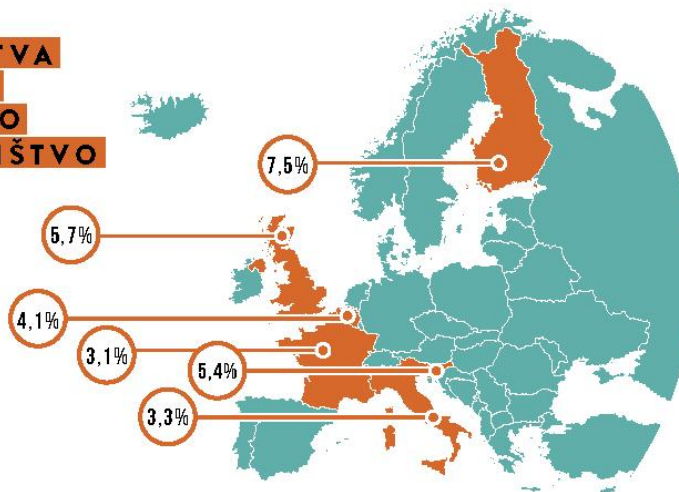
2. UJEDINJENO
KRALJEVSTVO

3. SLOVENIJA

4. BELGIJA

5. ITALIJA

6. FRANCUSKA



SOCIJALNA PREDUZEĆA U SRBIJI 2012.



BRUTO
DOMAĆI
PROIZVOD
(BDP) KOJI SU
OSTVARILA OVA
PREDUZEĆA

6 819,2

MILIONA DINARA

0,2%

BDP - A

BROJ
ZAPOSLENIH
U SOCIJALNIM
PREDUZEĆIMA



10 362

OSOBA

0,6%

OD UKUPNOG
BROJA ZAPOSLENIH
U SRBIJI



UDEO
RANJIVOG
STANOVNIŠTVA
MEĐU
ZAPOSLENIMA
U SOCIJALNIM
PREDUZEĆIMA

16,8 %

SOCIJALNA PREDUZEĆA

75%

PREDUZEĆA ZA PROFESIONALNU
REHABILITACIJU I ZAPOSŁJAVANJE
OSOBA SA INVALIDITETOM



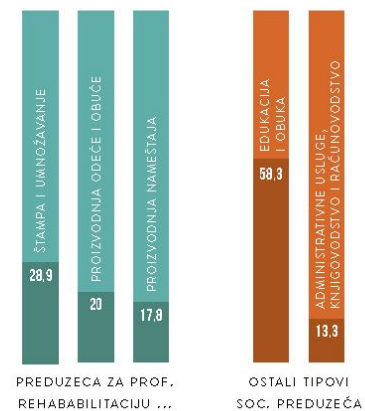
TIP SOCIJALNOG PREDUZEĆA	2013
UDRUŽENJA GRAĐANA I FONDACIJE	306
PREDUZEĆA ZA PROFESIONALNU REHABILITACIJU I ZAPOSŁJAVANJE OSOBA SA INVALIDITETOM	45
PRIVREDNA DRUŠTVA	60
UKUPNO	411

Izvor: Slobodan Cvejić, Socijalna ekonomija -
pojam i praksa u Srbiji (Čigoja štampa, 2016).

TIP ZADRUGE	2015	AKTIVNE
ZEMĽJORADNIČKE	2691	1466
OMLADINSKE	686	418
STAMBENE	312	113
ZANATSKÉ	164	78
POTROŠAČKE	25	8
UKUPNO	3878	2083

Izvor: Ministarstvo privrede, Agencija za privredne
registre, 2016.

U KOJIM OBLASTIMA POSLUJU SOCIJALNA PREDUZEĆA I SA KOJIM CILJEM?



The background of the slide is split diagonally from the top-left to the bottom-right. The upper-left portion is white, and the lower-right portion is a solid orange color. The entire orange area is covered with a repeating pattern of lighter orange circles, creating a polka-dot effect.

Preporuke

Na lokalnom nivou

- **Mapiranje** postojećih iskustava i preduzeća, upoznavanje i praćenje uslova u kojima posluju, dinamika nastanka i održivosti
- Uspostavljanje **koordinacionog tela**
- **Povećanje senzibiliteta** za ovu temu na lokalnom nivou, imajući u vidu da su lokalne samouprave prvi i najvažniji sagovornik preduzeća čije poslovanje je duboko ukorenjeno u lokalne zajednice koje najčešće i imaju najviše koristi od njihovog postojanja i poslovanja.
- **Transparentan proces javnih nabavki.**
- **Promocija** i predstavljanje koncepta socijalnog preduzeća državnim službama i predstavnicima vlasti i široj javnosti kao ekonomskog modela koji osnažuje zajednice i omogućava aktivnim građanima da sami nađu odgovarajuće rešenje kroz ekonomske aktivnosti.

Na nacionalnom nivou

- Uvođenje **socijalne klauzule** odnosno pozitivne diskriminacije prilikom javnih nabavki za preduzeća koja posluju po principima socijalnih preduzeća.
- Uvođenje **fiskalnih olakšica** za preduzeća koja posluju po principima socijalnih preduzeća.
- U perspektivi i tek pošto se dobro upozna situacija na terenu i karakteristike i model socijalnog preduzeća u Srbiji, **izrada odgovarajućeg zakona**.



VIVERE - ŽIVETI



MI SMO:

„VIVERE“ JE ZADRUGA OSNOVANA 2005. GODINE U KRAGUJEVCU. OBAVLJAMO DELATNOST DNEVNOG ZBRINJAVANJA LICA SA POSEBNIM POTREBAMA IZNAD 25 GODINA, KROZ SOCIJALIZACIJU I INTEGRACIJU U LOKALNU ZAJEDNICU, RADIONICE, DEFEKTOLOŠKU DIJAGNOSTIKU I REHABILITACIJU.



VIVERE



PRETRAGA

traži...

PRETRAGA



ČLANICE

HERC&DO



Supernatural



DRUŠTVEN
KORISN
DRŽIVO
SOCIJALNO PREDUZEĆE





DRUŠTVENO
KORISNO
DRŽIVO
SOCIJALNO PREDUZEĆE





DRUŠTVEN
K RISN
DRŽIV
SOCIJALNO PREDUZEĆE

Main conclusion

- social enterprises are increasingly attracting the interest of policy makers in Bulgaria
- there are innovative examples of fruitful interactions between social enterprises and public providers, but they are quite rare
- there are emerging fields of general interest where social enterprises could potentially have a role to play over the next future
- social enterprise research is still at an embryonic stage